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LEO BURNETT COMPANY, *Inc.*
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The Lazy Pipe Tobacco

When you have some relaxing to do, here's the pipe tobacco to do it with. Bond Street's never in a hurry. It's a rich-tasting combination of plugs and flakes, brought together to smoke slow and easy. Look at it this way: one pipeful will last long enough to give the little woman a good workout and you one of the best rides you've had since you were a kid. We know you'll like the Bond Street taste. And if anyone gets within sniffing distance, be prepared for some compliments about the aroma.

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